Video Creation for Digital Media

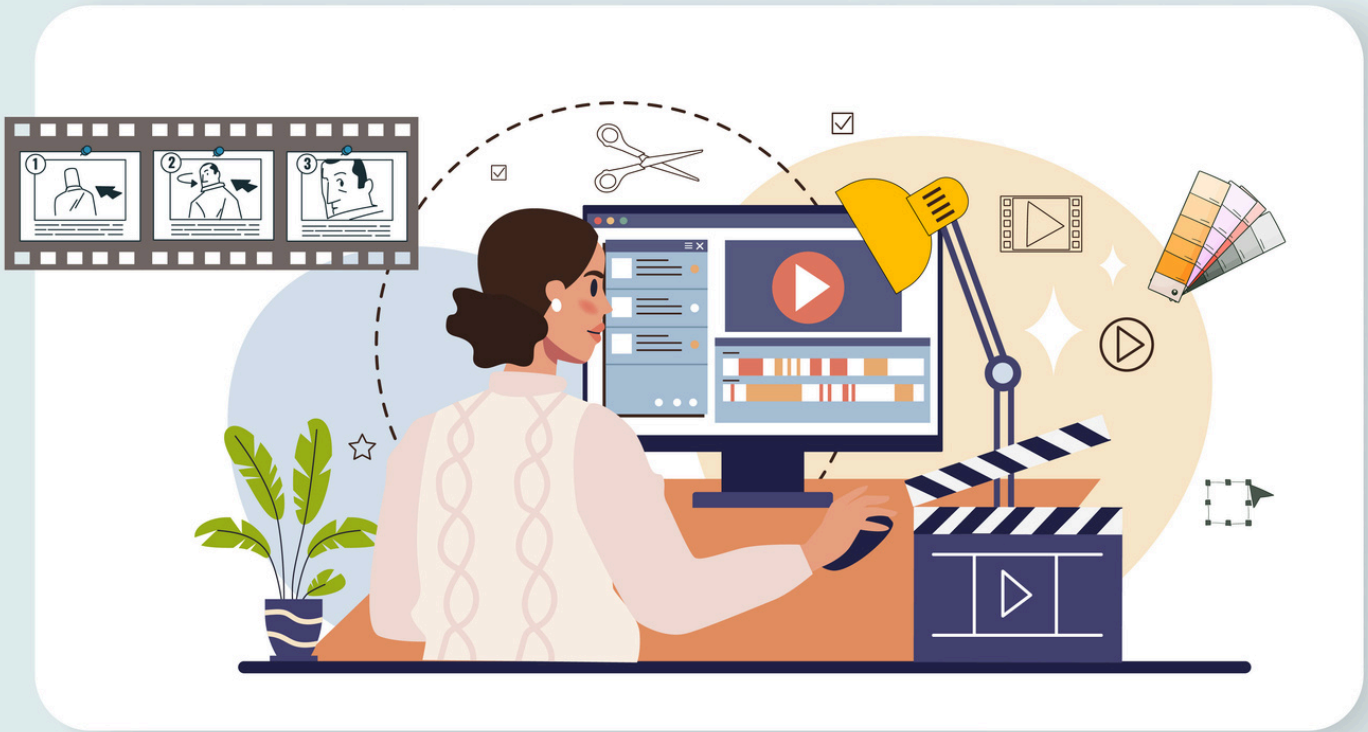**LIVE ONLINE**

Starting: 27 June, 2025

REGISTER NOW www.lumsx.lums.edu.pk

LUMSx is the center for online learning and professional development at LUMS. We extend LUMS' excellence in teaching and research beyond its borders by leveraging technology and innovative pedagogy. Our courses aim to bridge critical knowledge & skill gaps for Pakistani learners and to meet their diverse learning needs, we offer **Self-Paced Courses**, **Hybrid (Online-Cohort) Courses**, **Synchronous (Live-Online) Courses**, and **Free Open Online Courses** (OpenCourseWare). We intend to harness technology for enhancing access, improving educational quality, and amplifying education's impact.

Course Format: Live Online
Language: Bilingual

Course Dates: June 27, 2025 – August 2, 2025
Registration Deadline: June 20, 2025
Class Timings:

- Friday, 7:00pm - 9:00pm
- Saturday, 3:00pm - 5:00pm

Duration: 6 Weeks

Price: PKR. 22,000

ABOUT THIS COURSE

This course is designed to equip students with the essential principles and techniques necessary for developing engaging videos for digital platforms.

Conceived for audiences without any prior knowledge, this course will enable individuals to single-handedly design video content from front to end, considering the entire production cycle. All aspects from scripting and storyboarding to illustrations and animations, and final editing will be covered, enabling learners to produce high-quality videos that will help them grow an audience for their business or service.

Providing practical tips and strategies, students will learn to use relevant ready-to-use tools such as Canva, CapCut, and Adobe Premiere allowing them to build a content pipeline which is time and cost effective, independent, and easy to use.

What Will You Learn:

By the end of this course, you will be able to demonstrate the following learning outcomes:

- Write compelling scripts that effectively convey desired message
- Design storyboards that translate content into visual concepts and provide structure
- Develop and source relevant designs that translate concepts into graphics
- Create motion graphics and build sequences that sustain the interest of an audience
- Record professional looking footage through procurable resources
- Create polished final edits that combine recorded footage with animated graphics

MEET YOUR INSTRUCTOR

Course Instructor

REHAB MAQSOOD

Pre-production Lead,
LUMSx

Rehab Maqsood is an experienced writer, director, and editor with a portfolio of narrative and experimental projects. He has taught screenwriting at SCAD and specializes in video production for digital audiences. Rehab holds an MFA in Film & TV Production from SCAD and a BSc (Hons.) in Political Science and English from LUMS.

MEET YOUR INSTRUCTOR

Course Instructor

FARYAL ASLAM

Senior Visual Designer and Animator, LUMSx

Faryal Aslam is a professional Graphic Designer with a BFA from LCWU's Institute of Design and Visual Arts. She has a diverse background in media, digital, IT, and education, contributing her skills both nationally and internationally.

MEET YOUR INSTRUCTOR

Course Instructor

SHAHRUKH SAMI

Production Lead,
LUMSx

Shahrukh Sami is a seasoned video editor with 19 years of experience across social media, education, documentaries, commercials, and news. He excels in storytelling, post-production, and audience engagement. Shahrukh holds a B.S. in Mass Communication for VU.

COURSE OUTLINE

Session	Key Topics	Assignments
Module 1: Scripting and Storyboarding		
Session 1: Structuring Content	• Module and instructor introduction • Structuring meaning • Implying subtext	• **Individual Exercise:** Students will respond to a template to produce a short writing sample with a discernible structure
Session 2: Storytelling Techniques	• Creating engaging moments • Writing with a voice	• **Group Exercise:** Students will respond to a prompt in two distinct styles and tones. They will exchange their pieces with peers for feedback. • **End of Module 1 Assessment (Brief):** Students will develop a script and storyboard for a 3–5-minute video
Session 3: Translating Text into Visuals	• Chunking a script • Sourcing relevant visuals • Producing timing and structure	• **Individual Exercise**: Students will translate a given text into appropriate and relevant visuals
Session 4: Script and Storyboard Workshop	• Relationship between content and form	• **End of Module 1 Assessment (Due)** • **Group Exercise:** Students will workshop their scripts and storyboards for feedback
Module 2: Mastering Social Media Design & Motion Graphics in Canva		
Session 5: Essentials of Canva & Social Media Design	• Module and instructor introduction • Learn the basics of Canva: Canva interface, tools, and templates • Design principles for social media: Understanding design theory for social media	• **Hands on Activity (Individually):** Students will do a Concept Execution with the help of illustration

Session	Key Topics	Assignments
Session 6: Animating Social Media Content for Maximum Engagement	• Learn Canva's animation tools • Create animated insta reel	• **Group Exercise:** Create Storyboard for a 5-10 Second Instagram Reel • **Individual Exercise:** Translate storyboard into Animated Instagram Story & a Promo Post • **End of Module 2 Assessment (Brief):** Students will develop and refine the design and motion graphics for a 3–5-minute animated social media explainer video
Session 7: Create Scroll-Stopping Visuals & Thumbnails	• Design engaging thumbnails, covers • Psychology behind clickable thumbnails	• **Hands on Activity:** Design a YouTube Thumbnail & Instagram Carousel Post
Session 8: Create a Professional Animated Explainer Video	• Creative Roulette: Combine skills to create a short insta explainer reel or video using transitions and storytelling	• **End of Module 2 Assessment (Due)**
Module 3: Recording and Editing Professional Videos		
Session 9: Setting-up the Tool and Organizing Footage	• Introduction to software • Setting-up project • Organizing raw data	• **Individual Exercise:** Students will record a short clip and bring it into the timeline
Session 10: Storyline Editing & Sound Design	• Creating edit sequence • Blending voiceover & music	• **Group Exercise:** Students will review each other's edits and share for feedback • **End of Module 3 Assessment (Brief):** Students will record and edit their 3–5-minute animated social media explainer video
Session 11: Improving Visuals Look	• Using effect & transitions • Color correction	• **Individual Exercise:** Students will apply corrections and transitions to a clip and share with class for feedback
Session 12: Export & Share	• Finalize video • Export settings	• **End of Module 3 Assessment (Due)**

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ENROLL NOW

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